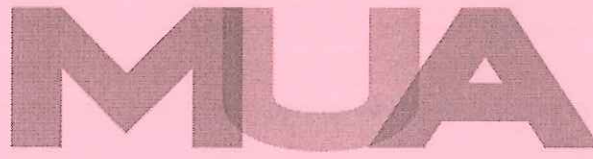


The
Management
University
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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF MASTER OF MANAGEMENT AND LEADERSHIP/
BUSINESS ADMINISTRATION/ARTS IN DEVELOPMENT
STUDIES

**MBA 512/MDS 507 : BUSINESS RESEARCH METHODS/RESEARCH
METHODOLOGY**

DATE: 20TH AUGUST 2018

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **Four (4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

A CASE STUDY OF ITAFRICA

ITAFRICA was founded in 2004 by the current managing director Ken Wafula. The service offer of the business consists of analytical business intelligence consulting and solution development. ITAFRICA offers complete solutions that allow client businesses to understand their clients better, and to predict their probability to accept a commercial offer, or their probability to carry out activities that pose a risk for the service supplier (such as fraudulent insurance claims, aborting their contract, etc). At present the business employs 30 staff of which 10 are involved in dedicated R&D team, 4 on part-time and 6 on full- time basis. In addition to human resources R&D expenditures include computers, and contract work with universities and professors. The nature of the R&D is characterized by close relationship with business projects, so it is very directly driven by business needs. Most of the time ITAFRICA works closely together with clients marketing and sales departments. Other typical features of R&D include: flat organization, cooperation between university doctors and programmers, algorithms exchange and development in connection with university contacts. R&D plan and objectives are reviewed each months and budget is directly pending on the salary of the engaged people. Typical bottlenecks related to the R&D in services include: finding the people with right skills.

On average ITAFRICA launches new services on the markets every two years' time Regional supports are considered most appropriate as the African projects are seen as lucrative for the business to handle. Typical feature of the Services R&D process project is that it involves good business understanding of the problem that needs to be to solved, good vision on how to solve it and what will be out of reach. In addition, there is a need for excellent project management skills, people management, and the right set of skills.

Required:

- ✓ a) In your own opinion, briefly explain if **ITAFRICA** is research oriented
(4marks)
- b) Explain two roles of research in **ITAFRICA** (4 marks)
- c) Assess three scales of measurement that can be used in measuring its results
(6 marks)
- d) Examine the contents of research report that **ITAFRICA** can develop after the research
(16marks)

QUESTION TWO

- a. Differentiate between **sampling unit** and **sampling frame** in research
(4marks)
- b. A researcher can use observation or interviews to collect data. Evaluate three circumstances under which **interviewing** is preferred in data collection.
(4marks)
- c. Analyze any three reasons why some researcher adopt **exploratory research** designs in their studies
(7marks)

QUESTION THREE

- (i) Compare and contrast *descriptive statistics* and *inferential statics* in data analysis
(6marks)
- (ii) In Kenya, some consumer organizations are involved in consumer research. Examine the steps involved in such undertakings.
(9marks)

QUESTION 4

- (a) Highlight four features of a good research area
(6marks)
- (b) Evaluate four objectives of hypothesis in research
(9marks)

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